

1995			
Parliament			
Brand Promotion	Retail Masters Units 81%	Non Retail Masters Units 19%	Total Number Units
Buy 1 Get 1 Free 2/27-3/31/95	8,494,400	2,027,200	10,521,600
Premium Multibrand Free Lighter w/ 2 Packs 5/1-5/26/95			
Premium Multibrand Free Camera w/ 1 Carton 5/1-5/26/95			
2 Packs w/ Key Chain 5/29/95-6/30/95 ✓	8,835,200 ^{68%}	4,086,400 ^{32%}	12,921,600
Binoculars w/ 2 Packs 7/31-9/1/95 ✓	9,566,400 ^{78%}	2,625,600 ^{22%}	12,192,000
Total			

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